

RCCD GUIDELINES – SOCIAL MEDIA

Official College and District Social Media Sites

Riverside Community College District supports the use of social media as an effective tool to disseminate **accurate and useful** information. To ensure this, content on social media sites managed by College or District departments/offices/programs (hereafter referred to as official social media sites) must be written and maintained in an appropriate, ethical, and professional manner.

Before setting up an official social media page the site must be registered with your College web content manager/administrator and college public information officer. As part of the registration process, you'll be asked to provide social media site addresses as well as your username and password for the site(s). If there is an option to add a second administrator, please add an account for whoever the college identifies as a back-up. This is to ensure staff can access the site in case of an emergency.

Official RCCD/MVC/NC/RCC social media sites can only be used for college or district-related purposes. The sites should be used to communicate important college/district related information; promote or recap events; market academic or student services programs. The sites should not be used for personal postings or opinions. Content can be subject to review and approval by college and District administrators.

Site Administration

It is recommended that two (2) site administrators be established for your social media site(s). At no time should a student be listed as an administrator of a site.

Oversight and Responsibility

It is the responsibility of the respective college/district/area administrator, department chair or other designated stakeholders to monitor activity and postings on official social media sites.

Removal of User-Posted Content

It is permissible for the social media site administrator to take down user-posted content in the following instances: disclosure of confidential information, RCCD Board policy violations, unauthorized use of District or a college logo, unauthorized use of copyright works, issues of defamation and product endorsement.

Official social media sites should clearly state acceptable standards of posting behavior and collegiality, along with a notation that the site administrators reserve the right to delete posts that do not meet the standards of behavior outlined.

It is recommended that official social media sites be checked daily for:

- Libelous, slanderous, inflammatory or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities
- Comments pertaining to violence
- Incorrect information
- Information that violates student privacy under the [Family Education Rights and Privacy Act \(FERPA\)](#).
- Advertisements for alcohol, tobacco or pornography are prohibited

Adherence to Branding Standards

RCCD and colleges work diligently to promote, maintain and protect their branding standards. These standards apply to social media sites. In addition, the college social media page should begin with the name of the college.

Examples of the approved branding elements (e.g., logos and seals) can be found on the RCCD [intranet site](#) or the Office of Strategic Communications and Relations Office at (951) 222-8857 website page.

Photo Guidelines

Official social media sites are required to follow District policy on photo usage and releases. It is critical that departments understand when a photo release is needed. Social media managers need to ask themselves two questions:

- 1) How is the image being used?
- 2) Is the person in the image identifiable?

If the image is being used for noncommercial editorial or educational purposes (disseminating information), no release is necessary (though it is preferred).

If the image is being used for advertising, trade or commercial use, a photo release is **required**.

Photos of children should not be posted without the express written consent from their parents, except when the photos are taken at public events. Even in these cases, use caution when posting photos of young children; it is always preferable to secure permission.

RCCD Photo Release Form

http://www.rccd.edu/administration/strategiccomm/Documents/Photo_Release_Info/photorelease.pdf

Links below are helpful in deciding which photos require releases.

Stanford University's primer:

http://fairuse.stanford.edu/overview/releases/when/#commercial_uses

The American Society of Media Photographers:

<https://asmp.org/releases/property-model-releases/>

Use of Copyrighted Content

Don't use copyrighted material without the copyright holder's permission, unless the material is licensed under Creative Commons or classified as being in the public domain (Board Policy 3750, <http://www.rccd.edu/administration/board/New%20Board%20Policies/3750BPAP.pdf>).

Media Inquiries

Social media postings could generate media inquiries. If a member of the media contacts the department about a social media posting, please contact the Office of Strategic Communications and Relations Office at (951) 222-8857, robert.schmidt@rccd.edu or diana.meza@rccd.edu and be prepared to provide background on the cited posting.

Disclaimer

Official social media sites are required to post the following disclaimer: Public comments on this site do not reflect the opinion or position of the Riverside Community College District, its Board of Trustees, students, faculty or staff. If you have any questions concerning the operation of this social media site, you are encouraged to contact the College webmaster at:

Norco College – webmaster@norcolleage.edu

Moreno Valley College – webmaster@mvc.edu

Riverside City College – webmaster@rcc.edu

Non-official Social Media Sites

The District and colleges recognize that faculty and students establish non-official social media sites that may, in some cases, carry college-related information. Responsibility for non-official social media sites rests solely with the individuals or groups, as do any legal liabilities or actions

arising from the operation of the sites.

Disclaimer: The Riverside Community College District, Moreno Valley College, Norco College and Riverside City College does not endorse any non-official social media sites.

Adherence to Guidelines

The above guidelines are mandatory for official (RCCD/MVC/NC/RCC) social media sites.

Those guidelines related to user-posted content, photography, and copyrighted content are recommended to faculty and students who maintain non-official social media sites.

In addition, all social media site operators may find the following best practices valuable:

Effective Social Media Marketing

- Respect your audience and your colleagues.
- Ensure that you are providing accurate information.
- Consider the image you want to portray to the community. Your social media presence becomes your personal or your department/programs brand over time.
- Consider and review your content carefully.
- Update your social media site on a regular basis. In this way, it will become a trusted and popular site for information and news.